

ADV #    ADV. NAME    ISS/DSCC IE    REP. #    OFF. # 6556    SALESMAN #

AGY # 3748    AGY. NAME    GREAT AMERICAN MEDIA    BUYER NAME    LAURA BASSETT

3050 K ST NW,    SALES PRSN    WA- JOE KNAUER

WASHINGTON, DC 20007

ORDER #    CONTRACT # 6250644    CLASS: NATL.    LOCAL    REGIONAL

PRDCT    DSCC-IE    EST#1505    COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES    OCT9/12    NOV5/12    WK-4    DATE    OCT30/12    11.31

CITY TAX    STATE TAX    CO-OP BILLING NEEDED

REP: TO LENA  
FR JULIE  
OK'D M14-15  
TTLS RTS  
PLS CFM, THX 10/30

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM    DSCC-IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	:	:	:	:	:	:
			AGENCY ADVERTISER CODE = 49				AGENCY EST# = 1505					
			AGENCY PRODUCT CODE = 53									
3	S		1100A-1200N	30		\$1,000.00	10/9	10/12	3		TU-F	3
3	S		1100A-1200N	30		\$1,000.00	10/16	10/26	0		TU-F	0
3	S		1100A-1200N	30		\$1,000.00	10/30	11/2	0		TU-F	0
PROGRAM : THE VIEW												
CON COM1: THE VIEW												

OCT30/12 11.31  
\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
71	A		1100A-1200N	30		\$3,200.00	11/4	11/4	1		SUN	1
PROGRAM : THIS WEEK ORD COM1: WE CAN OFFER NOV1 ON LINE-3 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT31 ON LINE-16 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT27 ON LINE-21 FOR 1 SPOT/WK												
16	S		1135P-1210A	30		\$1,000.00	10/9	10/18	4		TU-TH	8
16	S		1135P-1210A	30		\$1,000.00	10/23	10/25	3		TU-TH	3
16	S		1135P-1210A	30		\$1,000.00	10/30	11/1	3		TU-TH	3
PROGRAM : NIGHTLINE CON COM1: NIGHTLINE												
21	ES		700P-800P	30		\$1,200.00	10/13	10/13	0		SAT	0
21	ES		700P-800P	30		\$1,200.00	10/20	10/20	1		SAT	1
21	ES		700P-800P	30		\$1,200.00	10/27	10/27	0		SAT	0
21	ES		700P-800P	30		\$1,200.00	11/3	11/3	1		SAT	1
PROGRAM : JEOPARDY/WHEEL CON COM1: JEOPARDY/WHEEL												
33	ES		1100A-1200N	30		\$1,000.00	10/22	10/22	0		MON	0
33	ES		1100A-1200N	30		\$1,000.00	10/29	10/29	0		MON	0
33	ES		1100A-1200N	30		\$1,000.00	11/5	11/5	1		MON	1
PROGRAM : VIEW CON COM1: VIEW												
70	A		900A-1000A	30		\$1,000.00	10/30	10/30	1		TUE	1
PROGRAM : JEFF PROBST ORD COM1: WE CAN OFFER OCT29 ON LINE-33 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR												

REP HEADLINE# 6250644 TRF# 323881 REP: TEL# 703 528 7800 FAX# 703 528 7880  
\$\$\$ MOD# 10: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT30/12 11.31  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:												
M14	OK'D		BUY#33			MISSED: MON/1100A-1200N	OCT29		30S	\$1,000.00	(OCT29/12)	
						OFFER: TUE/900A-1000A	OCT30		30S	\$1,000.00	PLS ADVISE.	
CMT: WE CAN OFFER												

M15	OK'D		BUY#3			MISSED: TU-F/1100A-1200N	NOV1		30S	\$1,000.00	(OCT29/12)	
			BUY#16			TU-TH/1135P-1210A	OCT31		30S	\$1,000.00		
			BUY#21			SAT/700P-800P	OCT27		30S	\$1,200.00		
						OFFER: SUN/1100A-1200N	NOV4		30S	\$3,200.00	PLS ADVISE.	
CMT: WE CAN OFFER												

OCT/12	397900.00	NOV/12	204000.00									
CONTRACT TOTAL										601900.00		
TOTAL SPOTS										280		

MARKET TOTALS \$2,019,714 WFTV 35% WKMG 21% WESH 26% WOFL 12% WKCF 1% WRBW 3% CABL 0%  
WOPX 0% WRDQ 2% EFTV 0%

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE